



EROAD

New EROAD AI dashcam to drive safety and productivity

AUCKLAND, 8 AUGUST 2024: Fleet management and transport technology software company EROAD (NZX: ERD, ASX: ERD) announces new AI dashcam product, EROAD Clarity Edge, during its annual Fleet Day conference.

EROAD Co-CEO, Mark Heine said, “At EROAD, we’re committed to helping businesses run safer, greener, more productive fleets. The potential for AI to significantly shape the transport industry and fuel our business is huge.

“What’s impressive about Clarity Edge is its ability to deliver instantaneous feedback and raise driver awareness in the moment. We believe it has the power to save lives, as well as drive customer attraction and retention.”

With its advanced driver behaviour monitoring capabilities, Clarity Edge aims to help fleets strike the right balance between productivity and driver safety. In its on-road customer testing, EROAD estimates that 99.3% of the events detected by Clarity Edge would never have been detected by traditional telematics.

Heine explains that AI is the logical next step for safety-conscious fleets, “What we’re seeing now is fleets striving for that next exponential lift in driver safety,” and that, he adds, is where AI comes in. “AI can monitor the driver and the road in real-time and has the ability to detect a far wider range of behaviours such as tailgating, fatigue or mobile use. These are known to be contributing factors to accidents, as well as inefficient driving practices.”

EROAD Co-CEO David Kenneson, said, “We believe Clarity Edge will be highly attractive to new and existing enterprise customers, and will be a key part of the EROAD sales offer in North America, New Zealand and Australia.

“Fleet operators simply don’t have time to watch thousands of hours of on-road footage to spot violations or opportunities for improvements. By leveraging advances in AI, we’re able to do that for them. It’s a game-changer for fleet safety and productivity.

“We are also pleased to have launched Clarity Edge at our 2024 New Zealand Fleet Day, which is an ever-growing annual gathering of the fleet community where we can discuss and consider current and future industry trends with customers.

“We work hard to understand our customer needs and ambitions, and this product has been developed in response to these”, says Kenneson, “and it’s this sort of customer-oriented new product development that complements our existing offer and makes our sales conversion conversations even easier.”



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Authorised for release to the NZX and ASX by EROAD's Co-CEOs, Mark Heine and David Kenneson.

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About Clarity Edge

Clarity Edge is an advanced dashcam solution, with integrated road, driver and fatigue AI packages. By monitoring for risky behaviours and alerting drivers in real-time, Clarity Edge can help to prevent accidents or reduce their severity.

The combination of the three AI packages, together with EROAD's existing driver behaviour and fleet management technology will enable fleet operators to identify and manage a wide range of driver behaviour, including speeding, near misses, mobile use, fatigue and distraction.

Clarity Edge is a fit-for-purpose solution, having been built from the ground up as an AI camera, with state-of-the-art edge-compute processing. It is at the forefront of AI camera technology, with optionality for future integrations and enhancements such as additional peripheral cameras.

About EROAD

EROAD provides fleet management solutions to help businesses make real-time decisions from real-time data, so they can run safer, greener, more productive businesses.

EROAD software integrates vehicle data captured from its hardware, IoT devices, sensors, and cameras into a single interface. Providing accurate, reliable data served up via simple, intuitive apps. By enabling data-driven fleet management practices, EROAD helps businesses across New Zealand, Australia and North America to improve safety, ensure compliance, reduce costs, and lessen impact on the environment.

About Fleet Day

Fleet Day is New Zealand's fastest growing fleet management event. This year, there were more than 1,200 fleet professionals in attendance, who are estimated to be responsible for around 100,000 vehicles on New Zealand roads.